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CENTRAL INTELLIGENCE AGENCY

## REPORT

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INFORMATION FROM  
FOREIGN DOCUMENTS OR RADIO BROADCASTS

CD NO.

COUNTRY	China
SUBJECT	Sociological - Control of publications
HOW PUBLISHED	Daily newspaper
WHERE PUBLISHED	Canton
DATE PUBLISHED	18 Jul 1950
LANGUAGE	Chinese

DATE OF INFORMATION 1950

DATE DIST. 15 Aug 1950

NO. OF PAGES 2

SUPPLEMENT TO  
REPORT NO.

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SOURCE Nan-fang Jih-pac.

DIRECTOR OF PUBLICATIONS ADMINISTRATION  
ANNOUNCES NEW PUBLICATION POLICIES

Peiping, 17 July (Hsin-hua) -- Hu Yu-chih, director of the Publications Administration of the Central People's government, at a conference in Peiping of Peiping and Tientsin publishers, discussed some of the problems encountered by and existing between government and private publishing agencies and announced the measures the government has adopted to deal with them. The principal points of his talk were as follows:

As of March 1950, incomplete data indicate that in 11 of the principal cities of the country, there are 1,057 concerns publishing and selling publications. Of these, 269 firms themselves prepared, print, and issue various types of publications; 19 are government agencies, including the headquarters and five branches of the Hsin-hua Publishing Company, six are joint public and private concerns, and 244 are private concerns. There are 788 concerns engaged solely in the distribution and sale of publications. Of these, 16 are government agencies, seven are joint public and private agencies, and 765 are private concerns.

In addition, a large number of bookstores, and some publishers, for which no reliable figures are available are operating in the medium and small cities and among the military organizations. In the entire country, the Hsin-hua Publishing Company has altogether 945 places of business, large and small, averaging one place of business to every two hsien. The great majority of them have been opened within the past 1½ years. Because of this rapid development, not only the variety and quality of the company's products but also its distribution network reveal imperfections which must be overcome.

Government agencies have been able to sell from 10,000 to 50,000 copies each of their new publications, which are chiefly political writings. Private concerns find little or no demand for the majority of their publications, the sales of which range from only 2,000 up to 10,000 copies each. Thus a number of the comparatively larger private concerns are far from prosperous. Furthermore, there is virtually no systematic and intelligently guided choice of the type of books which the times demand. These and other related conditions call for a change.

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Chief among the defects and weaknesses of the publishing and distributing industry are its disorganization, the blind manner in which its activities are undertaken and prosecuted, and the unsatisfactory relations existing between the government and private publishing agencies. To solve these problems, the Publications Administration has adopted the following policies:

1. Reach a reasonable adjustment of the relations between government and private publishing agencies.
2. Separate the publishing and distribution functions, and develop a trend toward specialization in publications.

With regard to the former, improved relations and conditions are to be sought by the Publications Administration in accord with Articles 26, 30 and 31 of the Common Program. Aid will be given to private enterprises in the form of supply of materials, technical equipment, unrestricted market, favorable working conditions, favorable financial policies, etc. By working out a scheme of organization, wherein there is a division of work with mutual cooperation, each party may derive the benefits to which it is legitimately entitled. This policy is dictated by the fact that the government realizes that it alone cannot supply the public's demand for publications, and must have the assistance of private enterprise, particularly in distribution.

Concerning the second policy, it has been decided to work toward the separation of the publishing, distribution, and sale functions, with the government agencies gradually doing most of the editing and publishing and the private concerns gradually doing less of the publishing and most of the distribution and retail selling. This policy does not call for a sudden change or a hard and fast division of function by which private concerns are entirely excluded from editing and publishing activities. In fact, government agencies may assist certain private concerns in selecting subject matter to be published and in the preparing and editing of texts by assigning to their staffs personnel qualified to supply the proper kind of advice and assistance.

As for specialization, the idea is that substantial economies may be effected and superior output may be produced by agencies specializing in a particular class or type of publication, such as political writings, history, philosophy, economics, engineering and technical material, medical and health information, art, maps, and charts, and various kinds of textbooks.

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